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PTO/SB/21 (modified)

Approved for use through xx/xx/xx, OMB 0651-0031

Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

0001/PTO Rev. 10/95	U.S. Department of Commerce Patent and Trademark Office		Application Number	Scott A. Rosenberg	
			Filing Date	10/033,401	
			First Named Inventor	December 26, 2001	
			Group Art Unit Number	2615	
			Examiner Name	Not Yet Known	
TRANSMITTAL FORM (to be used for all correspondence during pendency of filed application)		Total Number of Pages in This Submission	10	Attorney Docket Number	22407-05674

<b>ENCLOSURES (check all that apply)</b>	
<input type="checkbox"/> Fee Transmittal Form (in duplicate) <input type="checkbox"/> Check Enclosed <input checked="" type="checkbox"/> Return Receipt Postcard <input type="checkbox"/> Response to Notice to File Missing Parts <input type="checkbox"/> Assignment & Recordation Cover Sheet <input type="checkbox"/> Combined Declaration and Power of Attorney <input type="checkbox"/> Power of Attorney <input type="checkbox"/> Application Data Sheet <input type="checkbox"/> Information Disclosure Statement & PTO/SB/08A <ul style="list-style-type: none"> <li><input type="checkbox"/> Copies of IDS Cited References</li> </ul> <input checked="" type="checkbox"/> Second Request for Corrected Filing Receipt <input type="checkbox"/> Request for Correction of Recorded Assignment <input type="checkbox"/> Amendment/Response: [ ] Page(s) <ul style="list-style-type: none"> <li><input type="checkbox"/> After Final</li> </ul> <input type="checkbox"/> Status Request <input type="checkbox"/> Revocation and Substitute Power of Attorney	<input type="checkbox"/> Issue Fee Transmittal <input type="checkbox"/> Letter to Chief Draftsperson <input type="checkbox"/> Formal Drawing(s): <ul style="list-style-type: none"> <li>[ ] Sheet(s) of Figure(s) [ ]</li> </ul> <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> After Allowance Communication to Group
<b>RECEIVED</b> <b>APR 28 2003</b> <b>Technology Center 2600</b>	

**REMARKS:**

<b>SIGNATURE OF ATTORNEY OR AGENT</b>		
Signature:	<i>Dorian Cartwright</i>	
Attorney/Reg. No.:	Dorian Cartwright/Reg. No. P-53,853	Dated: <i>4/16/03</i>

<b>CERTIFICATE OF MAILING</b>		
I hereby certify that this correspondence, including the enclosures identified above, is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below. If the Express Mail Mailing Number is filled in below, then this correspondence is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service pursuant to 37 CFR 1.10.		
Signature:	<i>Dorian Cartwright</i>	
Typed or Printed Name:	Dorian Cartwright	Dated: <i>4/16/03</i>
Express Mail Mailing Number (optional):		



IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

APPLICANTS: Scott A. Rosenberg  
APPLICATION NO.: 10/033,401  
FILING DATE: December 26, 2001  
TITLE: Advertisements In A Television Recordation System **RECEIVED**  
EXAMINER: Not Yet Known **APR 28 2003**  
GROUP ART UNIT: 2615 **Technology Center 2600**  
ATTY. DKT. NO.: 22407-05674

**CERTIFICATE OF MAILING**

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner For Patents, Office of Initial Patent Examination, Customer Service Center, Washington, D.C. 20231, on the date shown below:

Dated: 4/16/03

By: Dorian Cartwright  
Dorian Cartwright

Commissioner For Patents  
Office Of Initial Patent Examination  
Customer Service Center  
P.O. Box 1450  
Alexandria, VA 22313-1450

**SECOND REQUEST FOR CORRECTED FILING RECEIPT**

SIR:

An error in the named Applicants was discovered in the Filing Receipt of April 30, 2002 (Exhibit A). The Applicants are listed as: "Scott Rosenberg, Somerville, MA; Denise Gurer, Scotts Valley, CA; Elaine Lusher, Pleasanton, CA." The correct Applicant should be **Scott A. Rosenberg, Somerville, MA** as evidenced by the Filing Receipt mailed January 24, 2002 (Exhibit B) and the Combined Declaration and Power of Attorney executed December 26, 2001 (Exhibit C) included with the Response to Notice of Missing Parts of Application filed on

February 19, 2002. Applicant believes that these two inventors were added in error by the Patent Office.

Please issue a corrected Filing Receipt rectifying this error.

Respectfully submitted,  
SCOTT A. ROSENBERG

Dated: 4/16/03

By: Dorian Cartwright  
Dorian Cartwright, Reg. No.: P-53,853  
Fenwick & West LLP  
801 California Street  
Mountain View, CA 94041  
Tel.: (650)335-7247  
Fax.: (650)938-5200



# EXHIBIT A

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UNITED STATES PATENT AND TRADEMARK OFFICE  
WASHINGTON, D.C. 20231  
www.uspto.gov

APPLICATION NUMBER	FILING DATE	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	DRAWINGS	TOT CLAIMS	IND CLAIMS
10/033,401	12/26/2001	2615	1290	22407-05674	5	20	8

00758  
FENWICK & WEST LLP  
TWO PALO ALTO SQUARE  
PALO ALTO, CA 94306

**Fenwick & West**

MAY 06 2002

**Received**

CONFIRMATION NO. 1472

CORRECTED FILING RECEIPT



\*OC000000007986243\*

Date Mailed: 04/30/2002

Receipt is acknowledged of this nonprovisional Patent Application. It will be considered in its order and you will be notified as to the results of the examination. Be sure to provide the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please write to the Office of Initial Patent Examination's Filing Receipt Corrections, facsimile number 703-746-9195. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections (if appropriate).

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**Applicant(s)**

Scott Rosenberg, Somerville, MA;  
Denise Gurer, Scotts Valley, CA;  
Elaine Lusher, Pleasanton, CA;

APR 28 2003

Technology Center 2600

**Domestic Priority data as claimed by applicant**

THIS APPLICATION IS A CIP OF 09/978,144 10/15/2001  
AND CLAIMS BENEFIT OF 60/258,671 12/27/2000

**Foreign Applications**

**If Required, Foreign Filing License Granted 01/24/2002**

**Projected Publication Date: 07/11/2002**

**Non-Publication Request: No**

**Early Publication Request: No**

**Title**

Advertisements in a television recordation system



# EXHIBIT B

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UNITED STATES PATENT AND TRADEMARK OFFICE  
WASHINGTON, D.C. 20231  
www.uspto.gov

APPLICATION NUMBER	FILING DATE	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	DRAWINGS	TOT CLAIMS	IND CLAIMS
10/033,401	12/26/2001	2615	1160	22407-05674	5	20	8

00758  
FENWICK & WEST LLP  
TWO PALO ALTO SQUARE  
PALO ALTO, CA 94306

RECEIVED

CONFIRMATION NO. 1472

FILING RECEIPT



\*OC000000007356361\*

FENWICK & WEST LLP.

Date Mailed: 01/24/2002

Receipt is acknowledged of this nonprovisional Patent Application. It will be considered in its order and you will be notified as to the results of the examination. Be sure to provide the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please write to the Office of Initial Patent Examination's Customer Service Center. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections (if appropriate).

**Applicant(s)**

Scott Rosenberg, Somerville, MA;

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APR 28 2003

Technology Center 2600

**Domestic Priority data as claimed by applicant**

THIS APPLICATION IS A CIP OF 09/978,144 10/15/2001  
WHICH CLAIMS BENEFIT OF 60/258,671 12/27/2000

**Foreign Applications**

**If Required, Foreign Filing License Granted 01/24/2002**

**Projected Publication Date: To Be Determined - pending completion of Missing Parts**

**Non-Publication Request: No**

**Early Publication Request: No**

**Title**

Advertisements in a television recordation system

**Preliminary Class**

386

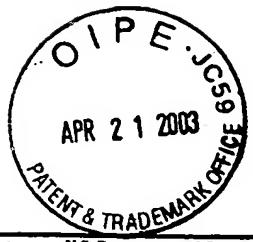


# EXHIBIT C

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PTO/SB/01 (6-95) (modified)  
Approved for use through 10/31/96 OMB 0651-0032  
Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

0010/PTO Rev. 6/95		U.S. Department of Commerce Patent and Trademark Office	Attorney Docket Number	22407-05674
		First Named Inventor	Scott Rosenberg	
<i>COMPLETE IF KNOWN</i>				
		Application Number	10/033,401	
		Filing Date	December 26, 2001	
		Group Art Unit	2615	
<input type="checkbox"/> Declaration Submitted with Initial Filing		<input checked="" type="checkbox"/> Declaration Submitted after Initial Filing	Examiner Name	Unassigned

As a below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

Advertisements In A Television Recordation System

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the specification of which

(Title of the Invention)

APR 28 2003

is attached hereto

OR

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was filed on December 26, 2001 as United States Application Number 10/033,401.

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in Title 37 Code of Federal Regulations. § 1.56.

I hereby claim foreign priority benefits under Title 35, United States Code § 119 (a)-(d) or § 365(b) of any foreign application(s) for patent or inventor's certificate, or § 365 (a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate, or of any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached? YES	Certified Copy Attached? NO
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Additional foreign application numbers are listed on a supplemental priority sheet attached hereto:

I hereby claim the benefit under Title 35, United States Code § 119(e) of any United States provisional application(s) listed below.

Application Number(s)	Filing Date (MM/DD/YYYY)	<input type="checkbox"/> Additional provisional application numbers are listed on a supplemental sheet attached hereto.
60/258,671	12/27/2000	<input type="checkbox"/> Additional provisional application numbers are listed on a supplemental sheet attached hereto.

APR 21 2003

## DECLARATION

Page 2

I hereby claim the benefit under Title 35, United States Code § 120 of any United States application(s), or § 365(c) of any PCT international application designating the United States of America, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT international application in the manner provided by the first paragraph of Title 35, United States Code § 112, I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations § 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application.

U.S. Parent Application Number	PCT Parent Number	Parent Filing Date (MM/DD/YYYY)	Parent Patent Number (if applicable)
09/978,144		10/15/2001	

Additional U.S. or PCT international application numbers are listed on a supplemental priority sheet attached hereto.

As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith:

Name	Registration Number	Name	Registration Number
Laura A. Majerus, Robert R. Sachs	33,417 42,120	Rajiv P. Patel Daniel R. Brownstone	39,327 46,581

Additional attorney(s) and/or agent(s) named on a supplemental sheet attached hereto.

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Please direct all correspondence to:

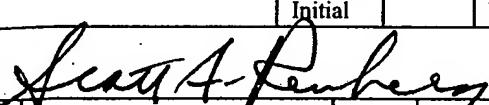
Laura A. Majerus  
Fenwick & West LLP  
Two Palo Alto Square  
Palo Alto, CA 94306  
U.S.A.

APR 28 2003

Technology Center 2600

Telephone	(650) 858-2332	Fax	(650) 494-1417
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I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Name of Sole or First Inventor:		<input type="checkbox"/> A petition has been filed for this unsigned inventor							
Given Name	Scott	Middle Initial		Family Name	Rosenberg			Suffix	
Inventor's Signature						Date	2/2/2002		
Residence: City	Somerville	State	MA	Country	USA		Citizenship	USA	
Mailing Address		119 Prospect Street, Apt. B							
Mailing Address									
City	Somerville	State	MA	Zip	02143	Country	USA		
<input type="checkbox"/> Additional inventors are being named on supplemental sheet(s) attached hereto									